

In the Claims

1. (Original) An electronic commerce method comprising:  
providing a printed catalog that includes an image of an article offered for sale by a merchant, wherein the image is steganographically encoded with plural-bit binary data;  
optically sensing the image to produce image data corresponding thereto;  
decoding the steganographically encoded data from the image data; and  
electronically ordering the article from the merchant by use of said decoded data, wherein said ordering makes use of earlier-stored customer profile information.

2. (Original) The method of claim 1 in which the customer profile information includes clothing size data.

3. (Original) The method of claim 2, further comprising:  
processing the decoded data for transmission to a remote merchant computer, said processing including supplementing the decoded data with supplemental data corresponding to the customer;  
transmitting the processed data to the remote merchant computer;  
receiving first order data from the remote merchant computer, responsive to the transmitted processed data;  
presenting the first order data to the customer;  
receiving from the user further input selecting among options included in the first order data; and  
transmitting said further input to the remote merchant computer.

4. (Original) The method of claim 3 in which the supplemental data includes the customer profile information.

5. (Original) The method of claim 3 in which the supplemental data includes data identifying the customer.

6. (Original) An electronic commerce method comprising:  
providing a printed catalog that includes an image of an article offered for sale by a merchant, and machine-readable indicia representing multi-bit data associated with said article;  
optically sensing the indicia to produce image data corresponding thereto;  
decoding the multi-bit data from the image data; and  
transmitting at least a portion of said multi-bit data to a first computer, together with data identifying the user;  
transmitting data from the first computer to a second computer, said data serving to identify the article;  
presenting selection data from the second computer to a user, said selection data representing at least one of (a) colors, (b) styles and (c) sizes associated with said article;  
and  
receiving input from the user selecting among the presented selection data, and transmitting same to the merchant.

7. (Original) The method of claim 6 which includes consulting earlier-stored user profile data, and customizing the selection data presented to the user in accordance with said profile data.

8. (Original) The method of claim 6 that includes sensing the indicia with a peripheral device that includes an optical sensor and a wireless link to an associated processing device.

9. (Original) The method of claim 6 in which the presenting includes transmitting selection data from the second computer to a user computer.

10. (Original) An electronic commerce method comprising:  
scanning machine-readable indicia on a tag associated with a garment;  
decoding multi-bit data from said scanned indicia;

through use of at least a portion of said multi-bit data, identifying clothes or accessories that may complement said garment.

11. (Original) The method of claim 10 that includes presenting at least certain of said clothes or accessories to a user on a display screen, using a synthesized model that also includes said garment.

12. (New) The method of claim 10 in which the multi-bit data is steganographically encoded on the tag.

13. (New) The method of claim 10 in which said identifying includes querying a database to obtain a mini-catalog of clothes or accessories that have previously been identified as complementing the garment.